

## jargon

The use of technical jargon, such as 'sub assembly' instead of components or parts, 'appearance model' instead of prototype and 'macro process' instead of process, can often distinguish the professional from the amateur. However, the excessive use of technical terms risks alienating consumers and others influenced by the design industry from design conversations about topics such as, affordability and sustainability. {March 2012}

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**jargon** {see also *author, conversation*}

